

## **DETAILED ACTION**

### **Status of Claims**

1. This action is in reply to the application filed on March 3, 2004.
2. Claims 1-7 are currently pending and have been examined.
3. **Examiner's Note:** The Examiner has pointed out particular references contained in the prior art of record within the body of this action for the convenience of the Applicant. Although the specified citations are representative of the teaching in the art and are applied to the specific limitations within the individual claim, other passages and figures may apply. Applicant, in preparing the response, should consider fully the entire reference as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the Examiner.

### ***Claim Objections***

4. Claim 2 is objected to because of the following informalities: Claim 2 refers to the method of Claim 2 and purports to depend on itself. The Examiner believes this is a typographical error and that Claim 2 should depend on Claim 1. The Examiner will assume Claim 2 is dependent on Claim 1 when considered below. Appropriate correction is required.

### ***Claim Rejections - 35 USC § 102***

5. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

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(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

6. Claims 1-7 are rejected under 35 U.S.C. 102(b) as being anticipated by Simpson US Patent 6,453,300.

7. **CLAIM 1:** As per claim 1, Simpson teaches a method for interactively presenting at least one predetermined Internet address, comprising the steps of:

a) sending a card having indicia textually displayed thereon having a predetermined theme

*(Simpson-Fig. 2 and col. 3 line 18 to col. 4, line 44),*

and having an electronically readable data memory and address means for storing information data related to said theme

*(Simpson-FIG. 1 and FIG. 2 CD-ROM. col. 3, line 18 to col. 4, line 44),*

and for storing at least one predetermined Internet address , wherein said Internet address identifies a homepage having information related to said theme

*(Simpson- col. 7 lines 33-36, The CD may also provide hotlink functionality to enable the user to access websites associated with the available gifts to, for example, learn more information about the gift or related products and services);*

b) inserting said electronically readable data memory and address means into computer means for displaying in human readable format said information data related to said theme and for presenting said predetermined Internet address in interactive format, said computer means further comprising means for electronically connecting to the Internet and to at least one homepage identified by said at least one Internet address

*(Simpson- col. 5 lines 44-57)- When the card's recipient receives the CD card, and puts it into the CD drive on a computer the following things occur automatically. The CD automatically looks to see if the proper software is present on the computer to run it correctly. If not, the CD*

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*will respond, for example, "Your computer doesn't have Quick-Time which is required to view your CD, would you like to install it now?" and an "Install Now" button is presented. After that, the CD looks for a telephone line, a modem and Internet software on the computer, and if additional software is required it will give the recipient another button option to install that as well. The CD then automatically causes the computer to access the website at which the card was originally purchased, or a related web-site.*

*(Simpson-col. 7, lines 33-36)- The CD may also provide hotlink functionality to enable the user to access websites associated with the available gifts to, for example, learn more information about the gift or related products and services.*

*(Simpson-col. 7, lines 37-41) The above-described embodiments of the instant invention require that the purchased CD 62 be operable to automatically (or through instructions provided to the recipient) access the website to retrieve the personal message left by the purchaser of the card device.*

c) electronically selecting said Internet address and thereby connecting  
said computer means to said information related to said theme

*(Simpson-col. 5 lines 53-57)- The CD then automatically causes the computer to access the website at which the card was originally purchased, or a related web-site.*

*(Simpson-col. 7, lines 33-36)- The CD may also provide hotlink functionality to enable the user to access websites associated with the available gifts to, for example, learn more information about the gift or related products and services.*

*(Simpson-col. 7, lines 37-41)) The above-described embodiments of the instant invention require that the purchased CD 62 be operable to automatically (or through instructions provided to the recipient) access the website to retrieve the personal message left by the purchaser of the card device.*

8. **CLAIM 2:** As per claim 2, Simpson further teaches the method of Claim 1 wherein in said sending a card step, said electronically readable data memory and address means further comprises a plurality of Internet addresses in interactive format and wherein said computer means for electronically connecting to the Internet further comprises means for connecting to a plurality of homepages each identified by Internet addresses.

*(Simpson-col. 7, lines 33-36)- The CD may also provide hotlink functionality to enable the user to access websites associated with the available gifts to, for example, learn more information about the gift or related products and services.*

9. **CLAIM 3:** As per claim 3, Simpson further teaches the method of Claim 2, wherein in said electronically selecting step, selecting at least one of said Internet

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addresses and thereby connecting said computer means to at least one of said homepages having said information related to said theme.

*(Simpson-col. 7, lines 33-36)- The CD may also provide hotlink functionality to enable the user to access websites associated with the available gifts to, for example, learn more information about the gift or related products and services.*

10. **CLAIM 4:** As per claim 4, Simpson further teaches the method of Claim 3, wherein in said sending a card step and in said electronically selecting step, said Internet addresses identify homepages that have products and services for sale related to said theme.

*(Simpson-col. 7, lines 33-36)- The CD may also provide hotlink functionality to enable the user to access websites associated with the available gifts to, for example, learn more information about the gift or related products and services.*

11. **CLAIM 5:** As per claim 5, Simpson further teaches an interactive presentation card assembly comprising in combination:

a) a card having thematic indicia textually displayed thereon having a predetermined theme;

*(Simpson-Fig. 2 and col. 3, line 18 to col. 4, line 44)*

b) an electronically readable data memory and address means for storing information data related to said theme, and for storing at least one predetermined Internet address, wherein said Internet address identifies a homepage having information data related to said theme; and,

*(Simpson-FIG. 1 and FIG. 2 CD-ROM, col. 3, line 18 to col. 4 line 44, col. 7, lines 33-36)- The CD may also provide hotlink functionality to enable the user to access websites associated with the available gifts to, for example, learn more information about the gift or related products and services.)*

c) computer means for displaying in human readable format said information data related to said theme and for presenting said predetermined Internet

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addresses in interactive format, said computer means further comprising means for electronically connecting to the Internet and to said at least one homepage identified by said at least one Internet addresses.

(Simpson- col. 5 lines 44-57)- When the card's recipient receives the CD card, and puts it into the CD drive on a computer the following things occur automatically. The CD automatically looks to see if the proper software is present on the computer to run it correctly. If not, the CD will respond, for example, "Your computer doesn't have Quick-Time which is required to view your CD, would you like to install it now?" and an "Install Now" button is presented. After that, the CD looks for a telephone line, a modem and Internet software on the computer, and if additional software is required it will give the recipient another button option to install that as well. The CD then automatically causes the computer to access the website at which the card was originally purchased, or a related web-site.

(Simpson- col. 7, lines 33-36)- The CD may also provide hotlink functionality to enable the user to access websites associated with the available gifts to, for example, learn more information about the gift or related products and services.

(Simpson-col. 7, lines 37-41) The above-described embodiments of the instant invention require that the purchased CD 62 be operable to automatically (or through instructions provided to the recipient) access the website to retrieve the personal message left by the purchaser of the card device.

**12. CLAIM 6:** As per Claim 6, Simpson further teaches the interactive presentation card assembly of Claim 5 wherein said electronically readable data memory and address means further includes a plurality of Internet addresses in interactive format, and wherein said computer means for electronically connecting to the Internet further comprises means for connecting to a plurality of homepages each identified by Internet addresses.

(Simpson- col. 7, lines 33-36)- The CD may also provide hotlink functionality to enable the user to access websites associated with the available gifts to, for example, learn more information about the gift or related products and services.

**13. CLAIM 7:** As per Claim 7, Simpson further teaches the interactive presentation card assembly of Claim 5 wherein in said electronically readable data memory and address means, said Internet address identifies a homepage having products and services related to said theme and available for purchase over said Internet.

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(Simpson- col. 7, lines 33-36)- The CD may also provide hotlink functionality to enable the user to access websites associated with the available gifts to, for example, learn more information about the gift or related products and services.

14. Examiner notes and cites the following definitions used in evaluating the above claims: interactive is defined as (of a computer or other electronic device) allowing a two-way flow of information between it and a user, responding to the user's input. (Compact Oxford English Dictionary); additionally, hotlink is defined as a hypertext link; hyperlink. (Dictionary.com).

#### ***Conclusion***

15. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

16. Dictionary.com provides definition for hotlink.

17. Compact Oxford English Dictionary provides definition for interactive.

18. US 5915734 A, Gary Minehart, provides for a "Greeting card and sound recording gift, display and sale system."

19. "Delivering Web-Based Multimedia Using CD/Web Hybrids" by David P. Diaz, The Technology Source Archives, provides information on CD/Web Hybrids.

20. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Michael Stibley whose telephone number is (571) 270-3612. The examiner can normally be reached on Monday through Friday 7:30am to 5:00pm EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Charles Kyle can be reached on (571) 272-6746. The fax

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phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Michael Stibley/  
Examiner, Art Unit 4194  
December 6, 2007

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